

EVENT MANAGEMENT



What is event management?

Event management is the process of planning and hosting a variety of public and private events for social or business purposes. They may be large-scale or small-scale events and can include business conventions, training seminars, industry conferences, trade shows, ceremonies, parties, concerts, festivals and press conferences. Event managers must follow the clients' instructions and work within a specified budget and predetermined schedule. To set up the events, they must collaborate with various vendors.

The difference between event management and event planning is that while event planning concerns itself with coming up with workable event ideas and the activities that will take place during the events, event management leans more towards project management and deals with the organization and execution of the event plans. However, the roles do overlap often, and event

- event

- Planning a marketing strategy
- Writing and finalizing the script for the event
- Working on the audio-visual production

Obtaining necessary permits for hosting managers may be involved with the creative planning aspects of the events as well.

For established and new companies, event management can be an essential aspect of their marketing strategy. Organizing small-scale or large-scale events can help promote a brand and further a business's interests. Events create opportunities for people who attend these events to learn about the hosting organization's products and services and may even convert attendees into loyal customers.

Additionally, along with making their brands better known, the events that the companies organize can provide marketing education and training to their employees. They can foster team-building exercises, improve relations between different departments, and boost networking across industries. The events may also celebrate business milestones and raise money for various causes.

Aspects of event management

Planning, organizing and hosting an event can be a very complex process, requiring event managers to control all the creative, technical and logistical elements. Here are some of the duties and actions they must undertake for successful event management:

- Coming up with a workable concept for the the event
- Getting insurance
- Selecting and booking a venue
- Designing the floor plan for booths and other facilities
- Complying with health and safety standards
- Contacting and negotiating service rates with various vendors
- Inviting speakers and entertainers
- Arranging transportation and accommodation for guests
- Ordering food and drinks

- Hiring security for the event
- Creating emergency contingency plans
- Coordinating the event
- Controlling the event
- Monitoring the end of the event
- Closing the event